## CLAIMS

I claim:

- A polarized display device having an expanded angle of
  illumination for optimizing a viewing angle in a desired plane comprising:
  a polarized display panel; and
  - a polarization rotating element proximate to a surface of the polarized display panel, wherein said polarization rotating element rotates light polarization between a first polarization orientation and a second polarization orientation.
  - The polarized display device of claim 1 wherein said first polarization orientation comprises an incoming orientation and said second polarization orientation comprises an outgoing orientation.
  - The polarized display device of claim 2 wherein said incoming orientation comprises a rear element pass axis and said outgoing orientation comprises a rear polarizer pass axis.
- The polarized display device of claim 1 wherein said polarization rotating element is index matched to the polarized display panel.

- 5 The polarized display device of claim 1 wherein the first polarization is aligned with a major axis of a desired viewing envelope.
- 6 The polarized display device of claim 1 wherein said polarization rotating element is located in front of the polarized display panel.
  - 7. The polarized display device of claim 1 wherein said polarization rotating element is located to a rear of the polarized display panel.
  - 8. The polarized display device of claim 1 further comprising an optical element adjacent to a first side of said polarization rotating element and the polarized display panel adjacent to a second side of said polarization rotating element.
  - 9. The polarized display device of claim 8 wherein the optical element has polarization-sensitive asymmetric transmittance characteristics related to Brewster angle effects.
- 10 The polarized display device of claim 8 wherein the optical 20 element has a polarization axis.
  - 11. The polarized display device of claim 10 wherein the optical element comprises a polarization sensitive scattering element.

- 12. The polarized display device of claim 1 wherein the polarization rotating element comprises a member from the group consisting of a retarder, a halfwave retarder, a multilayer retarder and a twisted optical axis element.
- 13. The polarized display device of claim 1 wherein the viewing angle has an angle within a range of 25E to 60E from normal.
  - 14. The polarized display device of claim 1 further comprising front and rear polarizing filters and wherein the polarized display panel comprises a polarization modular situated between front and rear polarizing filters, and wherein said polarization rotating element is situated external to a region between said front and rear polarizing filters.
  - 15. The polarized display device of claim 1 wherein the polarized display panel is an active matrix liquid crystal display.
  - The polarized display device of claim 8 wherein the optical element is an optical film.

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17. An apparatus for improving the viewability characteristics of a polarized display panel comprising:

a polarization sensitive scattering element having a first polarization axis; and

- a polarization rotating element attached to one surface of the polarization sensitive scattering element.
- 18. The invention of claim 17 wherein said polarization rotating element is proximate to the polarized display panel, and a polarization axis of said polarization sensitive scattering element is oriented such that a major axis of a transmittance envelope associated with said polarization sensitive scattering element is oriented along a desired viewing angle.
- A method of projecting light using a polarized display, the method comprising the steps of:

transmitting light from a rear optical element in an asymmetric angular pattern for a first polarization and having a transmittance envelope with a major axis for the first polarization;

receiving light by a polarization rotating element from said rear optical element in the first polarization;

rotating light to a second polarization by the polarization rotating element; and

receiving light from the polarization rotating element in the second polarization by a polarized display panel having a rear polarizer.

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- The method of claim 19 further comprising the step of selecting a range of angles to be optimized.
- 21. The method of claim of claim 20 wherein the step of selecting a range of angles comprises selecting a material for the polarization rotating element that corresponds with the selected angle.
- The method of claim 21 wherein the step of selecting a material comprises selecting a material with predetermined retardances and angles.
  - 23. A polarized display device comprising:

a rear optical element transmitting light in a pattern andhaving a first polarization;

a polarized display pane having a rear polarizer oriented to receive light from the rear optical element in the first polarization and transmit light in a second polarization; and

a polarization rotating element receiving light form the polarized display pane in the second polarization, rotating the light to a third polarization, and trasmitting the light.

24. The polarized display device of claim 23 wherein the pattern of light transmitted by the rear optical element has a major axis and a minor axis, the major axis being aligned with the pass axis of the polarized display panel and being significantly broader than the minor axis.